

TORRANCE  
IS THE  
SHOPPING CENTER  
of 60,000 PEOPLE

Neighborhood

Section

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# Torrance Herald

TORRANCE, CALIF., THURSDAY, AUG. 28, 1930

SECOND SECTION

SIXTEENTH YEAR—NO. 35

## NEWBERRY STORE OPENS SATURDAY

### WIDE VARIETY OF GOODS NOW AWAITS SHOPPERS AT STORE

Pacific Coast Merchandise is Stressed at Newberry's Big Emporium Here: Everything on Display for Sale at Company's Well-Known Price Scale

The Newberry Company, although a chain organization of national proportions, follows the policy of making itself as much a part of the 305 communities in which it operates its stores as it is physically possible to do, according to Fred Ronning, manager of the new store opening in Torrance Saturday morning.

In accord with this policy, the firm makes it a practice of purchasing merchandise from manufacturers throughout the different districts served by its stores whenever goods can be obtained in sufficient quantities.

Thus it happens that a considerable portion of the goods offered for sale in the new Torrance store are products of the southwest and Pacific Coast factories. Everything in the stock stored in the new place at the corner of El Prado and Sartori avenues is new.

Twenty-four Departments  
The tables and counters that display the wares offered in the 24 departments that comprise the store are full of the most attractive merchandise available. Stock-room racks in the large basement, which is larger than the main floor, are also filled with new goods.

A survey of the Newberry headquarters here shows a variety of goods that is amazing. Innumerable articles, each with its price plainly indicated, are spread out on display. The variety seems endless, yet everything is sold within the price range of from five cents to one dollar. Everything seems to be there. Instead of "What have you?" it's "What haven't you?"

The articles range in size from the "baskets" which might be lost in a vest pocket to dishpans and similar prosaic kitchen articles. This variety is an added convenience to the shopper. Does the baby need a rattle? His mother can choose one of the proper tone, volume and color from a large stock. While in the store she can also select a new lampshade to replace the one which the same youngster ruined while trying to show how much he admired it.

Other counters yield diapers, hosiery, knitted caps, stockings, sweaters—all for the younger generation. Then there are rubber balloons, playballs, toys of all sorts and ABC books at hand for the not-so-younger.

From Tools to Candy

The handy man will find a selection of tools for use around the house and garage. Small screwdrivers and large ones, hammers, hatchets, Crescent and monkey wrenches, sponges and chamois skins for washing the automobile, tire patches—all are ready for his choice.

A large candy counter stocked with fresh goods is waiting to satisfy all kinds of sweet-tooths—from jelly beans to chocolates and bon-bons. A large display of stamped goods, providing a wide range of choice for the ladies who

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### Structure of the Modern Manner Embellishes Business District of Great Trading Area

### WILL BE TRADE NUCLEUS FOR SURROUNDING COMMUNITIES

Local Store's Opening Will Be Attended by Executives; Torrance Citizens Thanked for Kindly Interest Taken in Location of Regional Headquarters

Built to suit the needs of Torrance and the surrounding community, to furnish quick access to any part of its 24 departments and to display the best of merchandise in a most attractive manner, the Torrance store of the J. J. Newberry Company will open here Saturday morning at 3 o'clock at the corner of El Prado and Sartori avenues.

### 60 Local People on Sales Staff of Great Store

#### List of Employees Opening Newberry's Announced by Manager

With approximately 60 local people on its staff for the opening day, the J. J. Newberry Company is all ready for the opening of its new store in Torrance, according to R. L. Kumm, of the Los Angeles office, who is assisting Manager Fred Ronning in the opening here.

This large staff, composed of Torrance and Lomita residents, is expected to fulfill every need of Saturday shoppers at the new store and are trained to assist all who visit at the Newberry headquarters in any manner desired.

Mr. Ronning issued a list of sales people who will greet Torrance and Lomita residents at the store Saturday. The following list was still incomplete today as arrangements were being made with more workers to help in the store. Waiting to greet you Saturday at the Newberry store are:

Miss Kathleen Canton, cashier; Miss Kathleen Goss, Mrs. Dorothy Price, Mrs. Ionis Steele, Miss Lucille Oliver, Miss Laura Gianera, Miss Isabelle Burdick, Miss Eileen Blodgett, Miss Barbara Goss, Miss Marian Lohmeyer, Miss Beatrice Sharn, Mrs. Robert Bartlett, Miss Lillian Hoenn, Mrs. Katherine Smarte, Mrs. Bernice Guy, Miss Muriel Bell, Mrs. Ellen Stanley, Miss Dorothy Eshom, Miss Helen Mearns.

Miss Madeline Piskant, Miss Dede Barnard, Miss Louise Duke, Miss Thelma Mathews, Mrs. Leatha Wells, Miss Helen Schmidt, Miss Kathryn Fritz, Mrs. Juanita Walker, Mrs. Ruth Hardy, Miss Irene Burmeister, Miss Loma Kiser, Mrs. Beatrice McLaughlin, Mrs. Eunice Adams, Mrs. Elsie Van Valkenburg, Miss Beulah Cooper, Mrs. Minnie King and Miss Mae Nilsson.

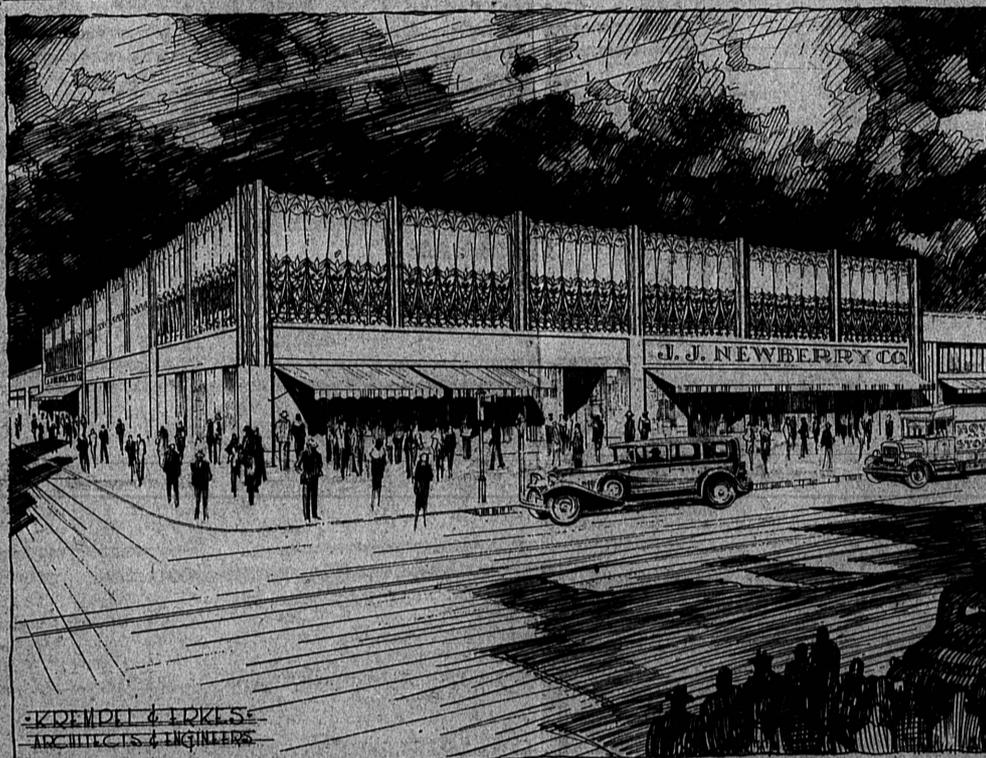
#### AIR WEATHER BUREAU

PASCO, Wash. (UP)—A Class-A Government Weather Bureau is to be opened at the Franklin County airport, important transfer station of the air mail lines, H. M. High-ton, Salt Lake Meteorologist, announced. The bureau will be in operation 24 hours a day.

Forty Stores on Coast

Founded by J. J. Newberry in 1912, the Newberry stores have grown from one small store to over 300 stores at the present time. (Continued on Back Page— This Section)

### REGIONAL HEADQUARTERS FOR ALL SHOPPERS



Here is the architects' conception of the Newberry building at the corner of El Prado and Sartori avenues—a building executed in the modern style of architecture and designed to meet scientific requirements for the Newberry department store which is opening Saturday morning. Krempel and Erkes, architects and engineers who planned the impressive structure, have produced a building worthy of the city's business section. Two entrances to the Newberry store are provided, one on El Prado and the other on Sartori avenue. The department store occupies an L-shaped interior. Arrangements have been made by Newberry's to welcome the residents of Torrance, Lomita and the Bay district Saturday morning with an opening sale of bargains.

### Young Man Is Manager of New Store in City

#### Fred Ronning Is Chosen To Direct Newberry's in Torrance

Fred Ronning, manager of the Torrance Newberry store, comes here from Klamath Falls, Ore., where he was located in another

#### COMES FROM NORTH



Fred Ronning

Newberry store. Before that engagement, Mr. Ronning was employed at Portland.

The local manager has been employed by the Newberry Stores for several years and previously was connected with the Britt chain stores, operating in the Pacific Northwest.

Mr. Ronning's home is in Portland, but he plans on establishing himself here in Torrance to take an active part in the civic life of the city. He is a young man, graduate of the University of Montana, class of 1925, and is actively interested in the future of this city.

### Green Smocks To Garb Sales Force

All sales ladies engaged to give the best of service to shoppers attending the opening of the J. J. Newberry store Saturday morning will be found attractively garbed in green smocks.

The Newberry organization takes great pride in presenting its employees as the best-dressed store workers in the country. The green smocks add a pleasing note to the interior color scheme of the building.

#### THISTLE ROOT PROFITABLE

MONTESANO, Wash. (UP)—A bull thistle may be just a bull thistle to most folks, but it represents real money to Frank Glenn. He digs the roots and sells them in Portland to a concern making rheumatism medicines.

### Plenty Light at New Store Here

#### No Pillars Obstruct View of Large Interior

"Let there be light."  
—And there is light—plenty of it—at the J. J. Newberry store in Torrance. A total of 30 large indirect lights hang from the ceiling to give an even illumination over the entire store. In addition, five large sky lights provide ample daylight lighting.

Another feature of the large department headquarters are the display windows, 18 in all, that afford passers-by a view of the fine merchandise for sale from five cents to one dollar within.

The walls of the store are paneled in an attractive design. There are no pillars or braces within the store to interfere with aisle traffic.

### Late Report Shows Newberry's Gains

#### Statement of Business by Company is Given

According to tabulated figures published this week in Printer's Ink, a national trade magazine of the advertising fraternity, the J. J. Newberry stores over the nation did business amounting to \$2,312,406 during the month of July, as compared with \$2,166,658 for the same month last year. This represents an increase of 6.7 per cent, it was reported.

For the first seven months of 1930, the Newberry Company did \$14,510,793 worth of business, as compared with \$12,878,439 for the same period in 1929, or an increase of 12.6 per cent.

### L-Shaped Store Has Ample Room

There is 7200 square feet of floor space in the new J. J. Newberry department store opening at the corner of El Prado and Sartori avenues at 8 o'clock Saturday morning.

And there is 938 lineal feet of counter space to display everything from collar buttons to monkey wrenches. The new store will be open until 9 o'clock Saturday night. During the week the Newberry store will be open from 8 a.m. to 6 p.m., Saturdays from 8 a.m. until 9 p.m.

Saturday is the Big Day at Torrance!

## F. W. Woolworth Co.

### Congratulates

## J. J. Newberry Co.

#### Upon the Opening of Its Torrance Store

The hearty welcome given the F. W. Woolworth Company at their opening two years ago has been cherished as one of the happiest moments in Woolworth history.

The patronage we have enjoyed from the people in this district has been more than we anticipated and we hope the J. J. Newberry Company will be as well pleased with the success of their Torrance store as we have been with ours.

F. W. WOOLWORTH CO.  
5c-10c-15c Store

1317 Sartori Ave.

Torrance, Calif.

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## Congratulations

### And Best Wishes for Success

To the

## J. J. Newberry Co.

and FRED RONNING, Manager

J. C. Penney Co. Inc.  
DEPARTMENT STORE  
1269 SARTORI AVENUE TORRANCE